What is claimed is:

1. A granulate for incorporation into particulate detergents or cleaning agents, the granulate comprising a detergent or cleaning agent active ingredient and an outer encapsulation layer, wherein the outer encapsulation layer comprises a polyvalent metal salt of an unbranched or branched, unsaturated or saturated, mono- or polyhydroxylated fatty acid having at least 12 carbon atoms or a mixture of said salts.

2. The granulate of claim 1, wherein the polyvalent metals are selected from the group consisting of transition metals and lanthanoids.

3. The granulate of claim 1, wherein the polyvalent metals are selected from the group consisting of transition metals of groups IIB, VIIIB, and IB.

4. The granulate of claim 1, wherein the polyvalent metal comprises cobalt, nickel, copper, or zinc.

5. The granulate of claim 1, wherein the fatty acid comprises ricinoleic acid.

6. The granulate of claim 1, wherein the encapsulation layer comprises the polyvalent metal salt or salts in an amount of from 0.05% by weight to 5% by weight.

7. The granulate of claim 6, comprising the polyvalent metal salt or salts in an amount of from 0.02% by weight to 1% by weight.

8. The granulate of claim 7, comprising the polyvalent metal salt or salts in an amount of from 0.05% by weight to 0.2% by weight.

9. The granulate of claim 6, wherein the encapsulation layer comprises one or more solubility promoters in amounts of from 0.05% by weight to 5% by weight.

10. The granulate of claim 9, wherein the encapsulation layer comprises one or more solubility promoters in amounts of from 0.3% by weight to 1% by weight.

11. The granulate of claim 9, wherein the solubility promoter comprises an unbranched or branched, saturated or unsaturated C_{10-22}-alcohol alkoxylated with ethylene oxide (EO) and/or propylene oxide (PO) and having an average degree of alkoxylation up to 30.

12. The granulate of claim 11, wherein the solubility promoter comprises an ethoxylated C_{10-18}-fatty alcohol with an average degree of ethoxylation of from 1 to 20.

13. The granulate of claim 12, wherein the ethoxylated C_{10-18}-fatty alcohol has an average degree of ethoxylation of from 2 to 5.

14. The granulate of claim 9, wherein the solubility promoter comprises an α-sulfo fatty acid salt, acyl glutamate, monoglyceride disulfate, an alkyl ether of glycerol disulfate, a sulfosuccinamate, sulfosuccinamide, and/or sulfosuccinate.

15. The granulate of claim 1, wherein the encapsulation layer comprises one or more complexing agents.

16. The granulate of claim 15, wherein the complexing agents comprise one or more tertiary alkanolamines.

17. The granulate of claim 1, wherein the encapsulation layer comprises one or more inorganic pigments.

18. The granulate of claim 1, comprising one or more enzymes.

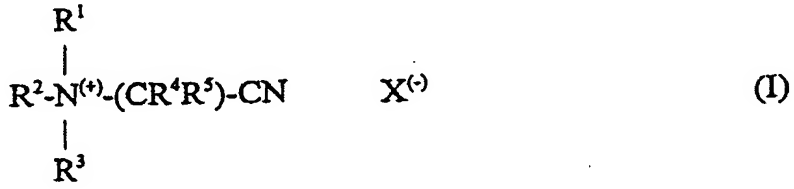
19. The granulate of claim 18, comprising the one or more enzymes in amounts of from 4% by weight to 20% by weight.

20. The granulate of claim 18, wherein the enzyme comprise one or more of protease, lipase, amylase, and cellulase.

21. The granulate of claim 1, comprising at least 40% by weight of one or more bleach activators.

22. The granulate of claim 21, comprising from 50% by weight to 92% by weight of one or more bleach activators.

23. The granulate of claim 1, comprising one or more bleach activators of the general formula (I):



(I)

in which R^1 is -H, $-CH_3$, a C_{2-24}-alkyl or -alkenyl radical, a substituted C_{2-24}-alkyl or -alkenyl radical having at least one substituent from the group -Cl, -Br, -OH, $-NH_2$, -CN, an alkyl or alkenylaryl radical with a C_{1-24}-alkyl group, or is a substituted alkyl or alkenylaryl radical with a C_{1-24}-alkyl group and at least one further substituent on the aromatic ring, R^2 and R^3, independently of one another, are chosen from $-CH_2-CN$, $-CH_3$, $-CH_2-CH_3$, $-CH_2-CH_2-CH_3$, $-CH(CH_3)-CH_3$, $-CH_2-OH$, $-CH_2-CH_2-OH$, $-CH(OH)-CH_3$, $-CH_2-CH_2-CH_2-OH$, $-CH_2-CH(OH)-CH_3$, $-CH(OH)-CH_2-CH_3$, $-(CH_2CH_2-O)_nH$ where n = 1, 2, 3, 4, 5 or 6, R^4 and R^5, independently of one another, have a meaning given above for R^1, R^2 or R^3, in some cases radicals R^2 and R^3 are also

part of a heterocycle which includes the N atom and optionally further heteroatoms, and X is a charge-balancing anion.

24. The granulate of claim 23, wherein R^2 and R^3 form a morpholine ring.

25. A process for the preparation of granulate suitable for incorporation into particulate detergents or cleaning agents, comprising the steps of forming granules comprising a detergent or cleaning agent active ingredient and applying to the granules an encapsulation material that comprises one or more polyvalent metal salt or salts of an unbranched or branched, unsaturated or saturated, mono- or polyhydroxylated fatty acid having at least 12 carbon atoms to form an outer encapsulation layer on the granules.

26. The process of claim 25, wherein the encapsulation material is applied to the granules such that the encapsulated granulate comprises 0.02% by weight to 1% by weight of the polyvalent metal salt or salts.

27. The process of claim 25, wherein the encapsulation material is applied to the granules such that the encapsulated granulate comprises 0.05% by weight to 0.15% by weight of the polyvalent metal salt or salts.

28. The process of claim 25, wherein the encapsulation material to be applied to the granules comprises 0.05% by weight to 5% by weight of the polyvalent metal salt or salts.

29. The process of claim 28, wherein the encapsulation material to be applied to the granules comprises 0.3% by weight to 1% by weight of the polyvalent metal salt or salts.

30. The process of claim 25, wherein the encapsulation material is applied in the form of an aqueous dispersion in a fluidized bed of granules to be encapsulated.

31. The process of claim 30, wherein the encapsulation material comprises up to 70% by weight of water.

32. The process of claim 31, wherein the encapsulation material comprises 40% by weight to 60% by weight of water.

33. The process of claim 25, wherein the granulate to be encapsulated comprises an enzyme and/or bleach activator.